Saskatchewan
Agriculture
and Food

FINAL REPORT

Agriculture Research Branch
Saskatchewan Agriculture, Food & Rural Revitalization

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PORK INDUSTRY INTERPRETIVE CENTRE AND SASK PORK VIEWING GALLERY

FINAL REPORT

Funded by
Technology Adoption Demonstration

March 2003

Prepared by: Prairie Swine Centre Inc.

Pork Industry Interpretive Centre and Sask Pork Viewing Gallery
FINAL REPORT

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Pork Industry Interpretive Centre and Sask Pork Viewing Gallery
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Summary
The Pork Industry Interpretive Centre and Viewing Gallery project provides the general public access to a modern pork production facility. This facility combines general awareness of pig barn operations with facts about key technical and social issues about concentrated feeding operations (or intensive livestock operations). The science of manure storage and usage, odour control, animal well being, food safety, and economic impact on the rural community are all dealt with in the signage and interactive displays. The Interpretive Centre and Viewing Gallery are housed at the PSC Elstow Research Farm, Elstow Saskatchewan. This 600 sow farrow-to-finish facility was opened in 2000 and uses typical construction design and methods to house Canada's largest swine research herd.

Technical Report
The project is coordinated by PSC on behalf of the larger western Canadian pork industry, and includes fundraising, construction, display development and operational components. A Development Committee representing producers and industry agencies from across western Canada and Ontario participated in identifying project objectives, fundraising strategies and developing the messages that are displayed in the Centre. Members of the Development Committee are listed in Appendix A.

The fundraising component is still ongoing, construction is over 85% complete and displays are 100% complete. The Centre opened its doors to the industry for a preview on March 26, 2003 and will open for general use in May 2003.

Objectives

- To provide an opportunity for members of the general public, school groups, future neighbours, investors and federal/provincial/municipal legislators and regulators to see the operations of a modern pork-producing farm
- To provide a resource that can be used by the Saskatchewan pork industry (pork producers, their associations, industry suppliers and government departments and agencies) to focus their resources and activities that seek to improve the profile of the pork industry.
- To permit an "open door" for the pork industry to greet the public.
- To use a science-based approach to educate and inform about practices and technologies used in the industry in addressing the key issues such as food safety, animal well being, environmental impact, odour, and worker health and safety.
- To allow pork producers improved access to research information that will speed technology adoption.

Project Activities

The project has raised donations and pledges totaling over $920,000 to date, in addition to the in-kind donation of personnel time. Pork producers and their agencies now account for 49.4% of donations, corporate contributions at 29.3%, government sources at 20.3%, individuals at 1%. Fundraising continues with the objective of surpassing the $1million target to provide additional resources for the operation of the Centre. A list of Donors is included in Appendix B.

The Donor Recognition Board was installed on Friday, March 21, and Saskatchewan Agriculture, Food and Rural Revitalization are recognized with a logo in the Platinum Donors category, our highest form of recognition.

Construction on the project began October 15, 2002 and at this point is approximately 85% complete. The construction included modifying the structure and electrical in the existing barn to accommodate a hallway in the attic space. A reception centre at ground level has also been added as a new structure adjacent to the previously existing barn office. Landscaping and parking will be improved in spring 2003 to provide better facilities for handling buses and presenting a clean professional look to the buildings.

Signage and interactive displays have been constructed with the assistance of a broad-based industry Development Committee (see Appendix A for a listing of committee members). This group has taken the key public issues and developed the final messages that speak on behalf of the industry on topics of pork production as well as the interaction of pork production and the environment, human-animal interactions, etc. Displays were installed the week of March 17th. In total, there are 22 "Did you know" flip-up information boards, 15 - 5x3ft signs over windows and in the hallway explaining barn operations, and 8 interactive displays which include; Farm Site Map, "Where's Agriculture" a version of the famous "Where's Waldo" kids game, All About Pigs, Biosecurity Shower, Poop Cycle, Careers, How Big Is A Pig (weigh scale), and What Pigs Eat display. The site plan includes a second phase of signage and interactive display development. This approached allowed for the most critical issues to be dealt with first using the available budget, while at the same time preparing a master plan for the entire facility so that additional dollars could be applied to the nest highest priority in signage and display development. Phase II will begin with a renewed fundraising program in late 2003.

The operations component of the project is just starting. The hiring of a part-time Tour Coordinator is underway with the first scheduled tours being available in May/June 2003. An Industry Preview was held in conjunction with the Focus on the Future Conference, March 26. Approximately 70 people participated in the tour. Their comments and evaluations on the facility were very complimentary and this industry evaluation is included as an attachment to this report (Appendix D).

Personnel
The project utilized Centre personnel and a volunteer Development Committee with travel expenses only being reimbursed. No specific salaries have been paid from these funds. The Tour Coordinator and part-time stock person will be paid from other donations during the next several months of operation.

Equipment
There has been no equipment purchased for this project from the funds provided.

Project-Developed Materials
All materials produced have been in the form of signage and interactive displays. Photos of some of these displays are included in the PowerPoint presentation noted below. Our initial fundraising brochure and associated document were developed prior to the TAD funding, a copy of these materials are included in Appendix C.

Project Photos
The attached PowerPoint slide show (enclosed CD) was produced for the industry as an update and fundraising vehicle. This presentation includes the rationale for the project as well as photos of the displays. The photos included in this presentation are of the window signage and interactive displays as they appear mounted in the facility.

Acknowledgment
The recognition of Saskatchewan Agriculture, Food and Rural Revitalization is provided in three activities:

At the time of the announcement, a media conference and media release was organized to recognize the contribution. Attendance at the media conference was standing room only in our boardroom at PSC. Two television and three radio stations covered the event.

At the site, the donor board recognizes the donation in our Platinum category, the highest category of donation ($100,000+). This is a permanent display that will greet all visitors and is part of the guided tour that all visitors will take of the Centre. The recognition plan includes a logo at one window or interactive display within the gallery facility (yet to be selected).

On-going recognition as a Platinum donor includes; logo on the brochure to be developed as the main 'take-home' piece for visitors, and logo on promotional materials produced to advertise the Interpretive Centre, free use of the meeting space at the Interpretive Centre for meetings, listing in all literature recognizing donors (including popular press such as articles in Western Hog Journal magazine).

Expense Statement

Expenses of $548,912 to date include use of the $100,000 TAD fund donation for displays, signage and advertising. A statement of expenses at March 31, 2003 versus budget has been included in Appendix E.

Appendix A

Pork Industry Interpretive Centre Development Committee

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Appendix B

Donor List to Pork Industry Interpretive Centre

Platinum $100,000+
Sask Pork
Saskatchewan Agriculture and Food

Gold $50,000 - $99,000
Big Sky Farms
CIBC
CARDS (Agriculture & Agrifood Canada)
Alberta Pork

Silver $20,000 - $49,999
Genex Swine Group
Feed Rite Division of Ridley
Manitoba Pork Council
Pfizer Canada

Bronze $10,000 - $19,999
Fast Pigs
Sunterra Farms
Sheridan, Heuser, Provis Swine Health
Ayerst Veterinary Laboratory
ITSI
Ontario Pork
Farm Credit Canada
AON Reed Stenhouse
Fairway Farms Ltd.
PigChamp
Saskatoon Processing Co., A Division of West Coast Rendering

Patron $1,000 - $9,999
Shamrock Feeds
Western Association of Swine Practitioners
Cudworth Pork Investors
Elite Stock Farm (Vermette)
Warman Veterinary Services
Spencer & Robertson Consulting
Harding Swine Veterinary Service
Topig
Gowans Feed Consulting
Quadra Group
Mitchell's Gourmet Foods
Pioneer Hybrid Canada
Animal Management Services

Western Swine Health Associates
Porcherie Lac Du Onze Ltee
Hutterian Bretheren of Sovereign (SK)
Hutterian Bretheren of Rosetown (SK)
Hutterian Bretheren of Quill Lake (SK)
Co-op Feeds, A Division of Federated Co-operatives
Wheatland Hutterite Colony (SK)
Hutterian Brethren of Dinsmore (SK)
Hytek Farms (MB)
Bench Hutterian Brethren (SK)
Hutterian Brethren of Kyle (SK)
Riverbend Colony (SK)
Hutterian Brethren Church of Ear View Inc. (SK)
Western Hog Growers Association (AB)
DGH Engineering
SPI Marketing Group
Carmichael Colony (SK)
Vetoquinol
Gencor/MV
Carlo Genetics
Western Hog Exchange
Walbern Agri Systems
Western Swine Health Associates
Animal Management Services
Ulrich Pork farm Ltd.
Meyers Norris Penny

Dr. John Patience
Lee Whittington
Les Cain
Dr. Larry Martin
Wendy Hayes
M.G. Mac Sheppard
Silent Auction 2002
Dr. Ernie Barber
Dr. Stéphane Lemay

Supporter $100 - $999
Dr. Red Williams
Dr. Jeff Schoenau
Gerald Bayne
Agviro (ON)
Brant County Pork Producers (ON)
Walter J. Yates
Jerome Warick
Dr. Camille Moore, M.V. (QC)
Martin Rice (ON)

Oak Street Veterinary Clinic (ON)
Hi Point Stock Farm (SK)
Last Mountain Stock Farm (SK)
Great West Stock Farm (SK)
Red Coat Stock Farm (SK)
Davis Design (SK)

Grant Total: $922,000
Last Modified March 31, 2003 Note to Reader: Donations within each category represent the order in which they were received and are not ranked by size of the donation.

Appendix C

Printed materials and PowerPoint Presentation CD

Appendix D

Industry Evaluation of Interpretive Centre and Sask Pork Viewing Gallery

1. **What Industry Segment do you represent?**

Pork Producer - 19	Animal Health - 1	Environmental Firm - 2
Feed Industry - 17	Education/Extension – 7	Provincial Government - 6
Nutritionist -1	Finance/Banking Ind. -	Federal Government -
Veterinarian -	Genetic Company - 3	Other – 7

2. **Is the facility appealing to visitors?** Yes – 54

3. **Is the Pork Industry fairly represented in the posted signage?** Yes – 52

4. **How would you rate the facility for its effectiveness in Interpreting the Pork Industry on a scale 1 – 5?** Raw Score

1 – not effective, 5 – very effective

Average Score 4.76 out of 5

1 –
2 –
3 –
4 – 13
5 – 41

5. **Would you recommend a group to be contacted to do a tour of the facility?** Yes - 14

- Marc Denis – St. Denis Marketing Club – (306) 258-4611
- Colonsay School
- David Overend – Ridley Inc. – (504) 388-9458
- Dale Chysyk – RM 343 Council – (306) 257-3649
- Joy Agnew – U of S – 966-5429
- Darcy Busse/Bob Braybrook – Outlook Elementary & High School – (306) 867-8697
- Phil Guibert – LCBI (High School-Outlook) - (306) 867-8971
- Ivan Olynyk – The Green Party
- June Jacobs – Meacham Anti Hog Group – 374-2221
- Saskatoon Public & Separate School Systems
- SARM
- National Media
- Positive reporters and College of Education
- Key Foundation – (306) 787-9183

6. What key messages would you like to see emphasized to visitors?

- More definitions like SEW, split sex feeding, parity, etc.
- Show Breeding Program
- Welfare, health & hygiene
- Animals are well cared for. What does the industry contribute – economy wise would have applications for Grade 10 and up.
- Animal welfare, concern for the environment.
- Animals are well cared for. Pigs are clean. Industry is interesting
- That the pork industry is an integral part of the Ag Industry
- That this is real life management and this is how a well-kept pig lives
- That each pig receives a quality life; feed, shelter, space, health care
- Animal comfort
- A true representation of a typical operation. Value added products are given to the public.
- When a person insists on eating meat, this is a good way to raise it
- If we are eating meat there has to be a solution to raising the food
- Pork is safe for food
- Hog farmers are responsible people, in the environment we live there with our family
- Comfort of pigs
- Size of animals and their habits
- Environmental issues, welfare, food issues
- Shows real life pork products, show content pigs, shows animal welfare.
- Public perception of a barn
- Pigs don't smell
- Plant use of nutrients, Comparison of H_20 use to town size/barn size, some reference to economic impact i.e.: taxes, people.
- Pig comfort/animal husbandry. Environment friendly
- Human contact & caring technicians. Importance of stalls for security and individual attention.

7. Other Comments:

- Pig odour into the facility must be minimized for best results & impact.
- Done very well.
- Can only benefit the industry in my estimation.
- Wonderful model/facility – market globally.
- More emphasis on pork/meat/quality/food elements from pig products.

- After giving tours to urban people, I have experienced people who hate there clothes smelling. Febreze sprayed on works wonders – you might consider offering it. (I don't mind but they might)!
- Fabulous!
- Very Nice!!
- I would say that in a lot of "commercial barns" pigs are actually cleaner than in this barn
- This was great. Keep up the good work!!
- Very well laid out.
- Excellent facility for education and informing the public.
- Well done, need to get the message to schools. I am sure they will be more than happy to come out.
- Excellent displays, may want to consider printing size, excellent use of visuals.
- For school tours some displays will have to be lowered.
- Excellent resource.
- Excellent educational resource.
- Great Job!
- Extremely Good!!
- Your Shower might work better with less light and an oscillating black light. Not sure I think the big pink & blue stripes and X's will appeal, looks like marked for slaughter otherwise, Excellent Job!!
- Excellent, should be very appealing to your 6th graders.
- Adequate people to answer questions.

Appendix E

Expense Statement

MARCH 31, 2003

ITEM/ACTIVITY	Applicant	SAFRR	ACTUAL MARCH 31, 2003	BUDGET TOTAL
In-kind management and staff (PSC)	$61,000	$0		$61,000
Fundraising	$91,400	$0	$90,413.92	$91,400
Construction	$630,500	$0	$345,812.06	$630,500
Displays and interpretive signage (on site and outreach program web site and displays)	$96,860	$100,000	$112,686.19	$162,460
Operating expenses (tour guide wages, sign refurbishment, management and advisory committee, facility maintenance, administration) for an estimated three years	$81,200	$0	$0	$115,640
Total Project Costs	$961,000	$100,000	$548,912.17	$1,061,000